

SPEA UNDERGRADUATE HONORS THESIS

# Advocacy in the Developing World

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Empowering Future Advocates

Brittany Tucker  
*Management*  
*Senior*  
*Fall 2017*

Cheryl Hughes  
*Senior Lecturer*  
*School of Public and Environmental Affairs*  
*Faculty Mentor*

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## **Advocacy in the Developing World: Empowering Future Advocates**

Brittany Tucker  
Management  
Senior

*Abstract submitted for SPEA Honors Thesis Presentation*

Cheryl Hughes  
Senior Lecturer  
School of Public and Environmental Affairs  
Faculty Mentor

A child dies every 10 seconds from a hunger-related disease, most of who live in developing nations (Unicef). As global hunger continues to rise, those most vulnerable in society are at the mercy of their government, community, and surroundings which can be highly corrupt and unsuitable for living. Advocacy helps those who are most vulnerable in society be able to “have their voice heard...express their views and concerns, access information and services, defend and promote their rights and responsibilities, and explore choices and options” (What is Advocacy). It gives people hope and the chance for a better tomorrow.

This thesis examines the state of developing nations and identifies the dire need for advocacy all over the world, while emphasizing the increasing need to help those most vulnerable in society, particularly in developing nations. Discussion is furthered with information on attributes of effective advocates, the need for advocacy to include the participation of those being helped, and an examination of for-profit and not-for-profit companies who are excelling at participatory advocacy.

## **Introduction**

Focused attention: love that concentrates so intently on another that you forget yourself at that moment (Warren, 127). There are 7.6 billion people in the world, so we should all be able to find at least one person we are willing to focus our attention on besides ourselves (Current World Population). There are men, women, and children who are abused, hungry, sick, and so much more. All of these people can be given a better chance and have their lives changed forever if someone is willing to stand up and help them. Advocacy empowers those being helped, which leads to healthier, happier, and longer lives. Anyone can be an advocate; it is as simple as taking a second to focus on someone other than ourselves. We should all advocate for someone else so intently that at least for a moment we forget about ourselves.

## **What is Advocacy?**

Advocacy is “the act of pleading for, supporting, or recommending” by giving “active support” (Random House Dictionary). It originates from Medieval Latin in the 13<sup>th</sup> and 14<sup>th</sup> century from the word *advocatia*, meaning “to summon, or call to one’s aid” (Random House Dictionary). Advocacy gathers a person or group of people to come to another person’s or group of people’s help or support. It seeks to ensure that people, especially those most vulnerable in society, are able to “have their voice heard on issues that are important to them, defend and safeguard their rights, and have their views and wishes genuinely considered when decisions are being made about their lives, express their views and concerns, access information and services, defend and promote their rights and responsibilities, and explore choices and options” (What is Advocacy).

An advocate is someone who promotes advocacy by “speaking or writing in support or defense of a person, cause, etc.” and “pleads for or in behalf of another” (Random House Dictionary). They act as an intercessor by interposing “on behalf of someone in difficulty or trouble, as by pleading or petition” (Random House Dictionary). Advocates provide support to those who need it. They also help access information needed and can speak in situations when others are not able to speak for themselves (What is Advocacy). Advocates can be anyone from a parent acting in the best interest of a child, a family member or friend interceding for a sick patient unable to speak, or a person lobbying for those in developing countries.

### **Becca’s Story**

In the summer of 2016, I had a front row seat to how advocacy can be a lifesaving tool. My sister-in-law, Becca, went in for a routine gallbladder removal surgery. Surgery went smoothly, and she was in recovery with her mother, a nurse, by her side. Suddenly, her vitals started dropping below what her mom knew to be her normal range. Her mother alerted those on staff. They said she was fine, and they would keep an eye on her, but her mother knew better. They were treating her by what patients’ vitals typically are like, not as an individual. She continued to get worse, but no one was doing anything. Becca’s mother had to get up and take action. She spoke up for Becca demanding that someone take care of her daughter, or she would call the doctor, who she knew well, herself. The hospital was worried about protocol and doing things the way they are always done, but Becca’s mom was worried about saving her daughter’s life. Those in charge were not involving Becca in the solution; they were just treating her by the numbers without looking at her personally.

Finally, after much pleading from her mom, Becca was rushed back into emergency surgery, where they found a tear and bleeding. She was pumped with seven units of blood and taken to the Intensive Care Unit (ICU) after surgery. Over the next few weeks, she recovered in the hospital, and then for months at home. The doctors say she was only 30 minutes away from death. Becca's mom saved her life and was the perfect person to advocate for her. She treated Becca as an individual, not as another typical patient. If her mom did not intercede on her behalf, my sister-in-law would be gone, and her husband and little baby of just one month would be on their own. Advocacy saves lives.

### **Advocacy in Developing Nations**

Becca had her mom, who is a nurse, as an advocate, yet they still could not get anyone to listen and help her. If something like Becca's story can happen in the US, where she was in a life or death situation and an advocate saved her life, think about people in developing countries who do not have advocates or needed lifesaving tools. What happens to these people? Are they just out of luck because they were born in the wrong area of the world? Don't they deserve the same chance at life? Shouldn't someone be pleading on their behalf; supporting them in dire situations?

### **The Importance of Advocacy in Developing Nations**

Advocacy can be a highly effective lifesaving tool in developing nations, especially in helping save those most vulnerable in society. It can give a voice to those who are not heard and can cause a greater number of people to listen and take other's views and issues into account

(What is Advocacy). Those in vulnerable societies do not always have resources and information available that are needed for them to advocate for and help themselves. They are at the mercy of their governments, communities, and surroundings to help them survive.

## **Governments**

World Bank Group President Jim Yong Kim states that corruption is “‘public enemy number one’ in developing countries,” because “every dollar that a corrupt official or a corrupt business person puts in their pocket is a dollar stolen from a pregnant woman who needs health care; or from a girl or a boy who deserves an education; or from communities that need water, roads, and schools” (The World Bank). Governments in vulnerable societies do not always have the best interest of their people in mind. Advocating for people with corrupt governments is a “critical part of work to end extreme poverty and to boost shared prosperity. Empowering citizens with information and tools [makes] their governments more effective and accountable” (The World Bank). Since local governments may not be an option of aid for people in vulnerable countries, it is important that outside advocates “[train, coach, and work] with community groups to help them access appropriate information and help them improve their capacity to navigate the broad array of services available” to them through outside groups (Cavaye).

In the United States, we have Medicaid as a way to help those most vulnerable in our society. “Medicaid provides health coverage to millions of Americans, including eligible low-income adults, children, pregnant women, elderly adults and people with disabilities” (Centers for Medicare). It is funded by the states and the federal government and administered by state governments to help 69 million people in vulnerable situations in the United States (Centers for Medicare). This system keeps people from having to fend for themselves to stay alive. The US government has many outreach programs such as the Center for Medicaid and CHIP Services



(CMCS) that “work with states to identify and enroll people who are eligible for Medicaid or the Children's Health Insurance Program (CHIP)” (Centers for Medicare). These programs aid in the spreading of information, to empower those who need help to register for and receive the help they need. This same empowerment can be given to others in vulnerable societies around the globe if advocates are willing to help them learn about and access information needed to find the help they need, that their governments are not providing.

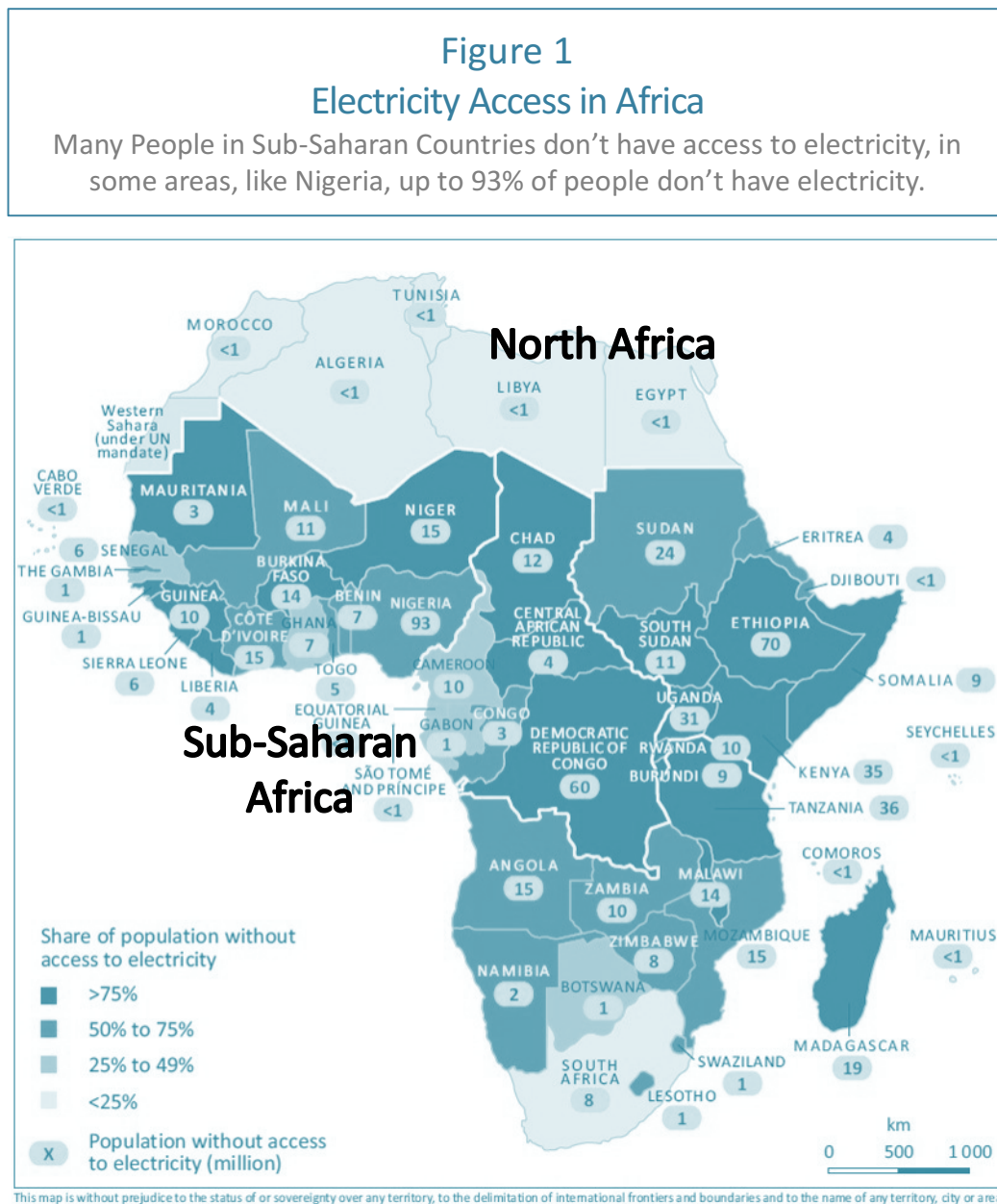
## **Communities**

In vulnerable societies, there is not always easy access to networks of communities outside of a citizen's local area. As of 2016, less than 30% of Africans had access to electricity, and at the end of 2015, only 28.6% had access to the Internet (Musiitwa). Figure 1 (below) shows the huge difference between the number of people with electricity in North Africa versus Sub-Saharan Africa. The lack of electricity in Sub-Saharan Africa compared to North Africa correlates to the fact that Sub-Saharan Africa has only \$3,260 GDP per capita and a 70% poverty rate, compared to North Africa's \$10,726 GDP per capita and much lower 21% poverty rate (Musiitwa). Access to the Internet and electricity correlates to the ability to produce more goods and create more jobs, both of which lead to better living standards. Technology is seen as the key in “boosting intra-regional trade, and with it economic growth and development” (Musiitwa). Technology gives communities access to larger networks outside of their own and the ability to improve their standard of living.

Advocacy can help vulnerable communities with this problem of isolation by aiding in “infrastructure and economic development” and encouraging the use of “assets in new ways, working cooperatively, improving networks, mobilizing existing skills, and putting innovative ideas into action” (Cavaye). To account for the lack of technology and access to networks,

external advocates or agencies can support communities by helping engage citizens in a way that “helps them act on existing motivation, includes greater recognition of frustration and anger in regional areas, and helps people gain better access to information and services” (Cavaye).

By taking a communal approach, citizens can create “not only jobs, income and infrastructure but also strong functioning communities, better able to manage change” (Cavaye).



Source: Musiitwa, Jacqueline. “Africa needs to trade with itself.” World Economic Forum, World Economic Forum, 8 Apr. 2016. Accessed 20 Aug. 2017.

## **Surroundings**

Since many people in developing countries do not have easy access to reliable electricity or Internet connectivity, they are at the mercy of their surroundings for information and resources. They do not have the ability to search information on the web or to buy or sell products they need. While 95% of Americans shop online at least yearly and 80% shop online at least monthly, those without access to such luxuries must use local resources and information to make a living and survive (Wallace). When there are limited resources and there is a “failure to produce value-added goods and to diversify from natural resources and goods different from neighboring countries [there is a] stifling to trade” (Musiitwa). Citizens have no way to obtain different resources or reach a larger group of consumers, so many live on what they grow and do not interact with others, stifling the local economy. If advocates give these citizens information about different ways of doing something or about different products to create, or give them different resources, it can help cultivate a more diverse marketplace for trade to grow and move the economy forward.

## **The State of Developing Nations**

The state of survival for vulnerable citizens in many developing nations is very grim. “Approximately 9 million people die of world hunger each year; more than the death toll for malaria, AIDS and tuberculosis combined” (World Hunger Education). Children and women make up a large part of this susceptible group. Globally, each day 16,000 children under the age of five die, and over half of those deaths are from hunger-related diseases that take a child’s life every 10 seconds (Unicef). “Almost one-third (33 percent) of women of reproductive age worldwide suffer from anemia, which also puts the nutrition and health of many children at risk” (Unicef). Children’s heights are stunted, resulting in impacts that change their lives forever.

There are numerous conflicts emerging, creating a fight for resources and the displacement of people. “Food insecurity itself can become a trigger for violence and instability, particularly in contexts marked by pervasive inequalities and fragile institutions” (Unicef).

## **Hunger**

Global hunger rose in 2016, increasing the number of undernourished people to 815 million (Unicef). Using the World Bank’s extreme poverty line of \$1.90 per day, it is estimated that 10.7 percent of the world population lives on less than this, half of which are people living in Sub-Saharan Africa (The World Bank Group, Unicef). However, \$1.90 is not enough for basic human survival. “The US Department of Agriculture calculates that...the very minimum necessary to buy sufficient food [is] \$5.04 per day. And that’s not taking account of other requirements for survival, such as shelter and clothing” (Hickel). The World Bank admits that the poverty line should be much higher than it is, as children in India “living at \$1.90 still have a 60% chance of being malnourished. In Niger, infants living at \$1.90 have a mortality rate three times higher than the global average” (Hickel).

When looking at the poverty level on a country-by-country basis, taking into account “each nation’s own poverty line, with \$1.90 as an absolute floor,” the number of people in poverty increases to “more than 70% higher than the World Bank would have us believe” (Hickel). These numbers are only accounting for basic human survival though, “in order to achieve normal human life expectancy of just over 70 years” people need about \$7.40 per day (Hickel). If we would use this line of \$7.40 per day, we would see more than four times the number of people in poverty than the World Bank’s statistics would suggest, “and more than 60% of humanity” (Hickel). No matter what the line is, these vulnerable people in society need help.

## **Stunting**

The world is home to 155 million stunted children (Unicef). In 2016, it affected “one out of four children under the age of five years,” in some regions reaching one in three children under five (Unicef). Stunting is the measure of a child’s linear growth in their first five years of life showing “evidence that [the child is] too short for their age, which in turn is a reflection of a chronic state of undernutrition” (Unicef). “Among the key determinants of stunting are: compromised maternal health and nutrition before and during pregnancy and lactation, inadequate breastfeeding, poor feeding practices for infants and young children, and unhealthy environments for children, including poor hygiene and sanitation” (Unicef). Stunting increases a child’s risk of impaired cognitive ability, weakens performance at school and work, and increases their chances of dying from infections (Unicef). It brings a child into a situation where they are even worse off than their already extremely vulnerable peers. “When children are stunted before the age of two, they are at higher risk of illness and more likely than adequately nourished children to develop poor cognitive skills and learning abilities in later childhood and adolescence” (Unicef). These young children are dependent on their parents to make sure their needs are met to prevent stunting. Many of these parents cannot provide adequate resources to themselves or to their children. This leads to children growing up, if they survive childhood, in a situation where physical underdevelopment will affect their “labor productivity, income-earning potential and social skills later in life, with consequences beyond the individual level” (Unicef). This may cause them to have children who are also stunted and possibly worse off than they were as a child, creating a vicious cycle. “If widespread, stunting drags down the economic development of entire communities and nations” (Unicef). Stunting does not just effect the size and health of a child; it changes their possibility of a better, more hopeful future.

## **Conflict, War, Displacement**

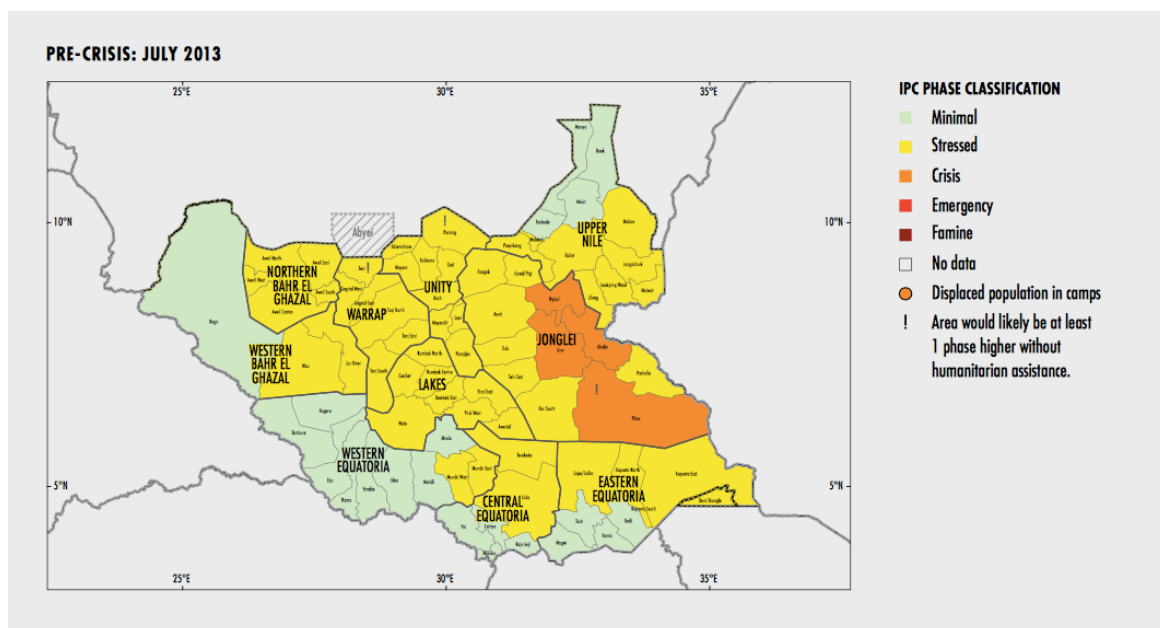
“In 2016, more than 2 billion people were living in countries affected by conflict, violence and fragility” (Unicef). In the past five years alone, “at least 15 conflicts have erupted or reignited, 8 of which have been in Africa” (Unicef). These conflicts cause “deep economic recessions, drive up inflation, disrupt employment and erode finances for social protection and health care, to the detriment of the availability and access of food in markets and so damaging health and nutrition” (Unicef). Whether these conflicts are between tribes, communities, or countries, those most affected are usually in the “poorest and most vulnerable sectors of society” (Unicef). These people are then left to fend for their lives. A recent study across 20 countries shows “that armed conflict reduces the level of GDP per capita by 17.5 percent,” but many countries have seen it reduce much farther, including the Syrian Arab Republic when their GDP fell by more than 50 percent between 2010 and 2015 (Unicef). A falling GDP causes food prices to spike and there to be high competition for natural resources. Sudden spikes in food prices then tend to exacerbate the political unrest and conflict “as witnessed in 2007–08 when food riots broke out in more than 40 countries” (Unicef).

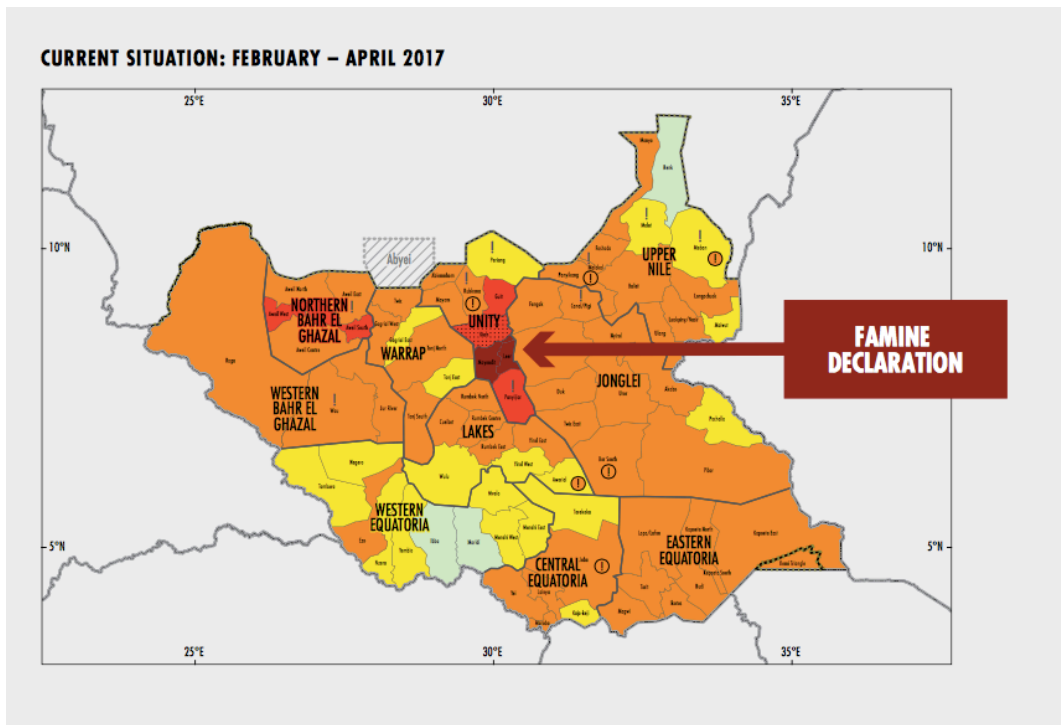
In 2013, a large-scale war broke out in South Sudan and continues today, creating human catastrophe on an enormous scale, widespread acute malnutrition, a major public health emergency (Unicef). Figure 2 (below) shows the bleakness of the situation, as many areas in the country went from mostly Minimal and Stressed IPC classifications, a scale that analyzes food security, to the three most severe classifications: Crisis, Emergency, and Famine. Food is being used as a weapon of war with trade blockades and security threats leaving people stranded with no food or health care (Unicef). External help is very limited as “warring factions are intentionally blocking emergency food, hijacking aid trucks, and killing relief workers” (Unicef).

The lack of food and other resources needed, along with the risk of danger from the conflict in South Sudan and other conflicting countries is causing many people to have to flee their community or the country altogether.

A 2017 Global Report on Food Crises estimates that “more than 15.3 million people were displaced by six of the worst food crises triggered by conflict” in 2016 alone (Unicef). “The number of displaced people worldwide is at an all-time high, as war and persecution continue to rise. Currently, one in every 113 people is now either a refugee, internally displaced, or seeking asylum” (Unicef). These are all people running for their lives, and they are in need of food and other resources to survive as they were forced to leave behind all they knew.

**Figure 2**  
**Crisis in South Sudan**  
Marked Increase in Severe Food Insecurity After the Conflict in 2017





### **Need for Economic Stimulation in Developing Nations**

Many aid solutions that have been implemented in developing nations are focused on short-term fixes that leave the local community constantly dependent on the help of others. “Poor people’s empowerment...is strongly influenced by their individual assets (such as land, housing, livestock, savings) and capabilities of all types: human (such as good health and education), social (such as social belonging, a sense of identity, leadership relations) and psychological (self-esteem, self-confidence, the ability to imagine and aspire to a better future)” (GSDRC). Just handing them money is not going to fix the root of the problem or bring people out of poverty.

Rather than creating dependency, we should create empowerment by strengthening the local economy. “If we have high aspirations for the poor and vulnerable, there is no argument: We need the private sector to flourish, even in the poorest countries” (Kim). When the private sector is flourishing, employment is higher. “Employment represents a crucial channel through which



income derived from growth can be widely shared,” and when “90 percent of all jobs in the developing world are created by the private sector,” it becomes even more apparent that we need the private sector to thrive in developing nations (Schuman, Kim). “If people have adequately remunerated jobs, they can lift themselves out of poverty, participate in social insurance schemes that enhance their well-being, and improve their educational and health status. In short, employment-centered growth can have a strong multiplier effect” (Schuman).

Economic growth is also needed to aid in food security, as it is seen that food security deteriorates “as economic slowdowns challenge access to food for the poor” (Unicef). As conflicts continue to arise, threatening food security and the lives of many citizens, economic growth can be a longer-term, more sustainable solution than the use of humanitarian aid. At the moment, “much official development assistance to countries affected by conflict is provided in the form of humanitarian assistance, focused on short-term responses, and leaving insufficient support for investments in longer-term resilience building and preparedness” (Unicef). By stimulating the economy in ways such as microfinance interventions, people become empowered “to invest in their futures and lift themselves out of poverty” (GSDRC). The GSDRC, an expert on governance, social development, humanitarian response and conflict, explains that

Economic empowerment is thought to allow poor people to think beyond immediate daily survival and to exercise greater control over both their resources and life choices. For example, it enables households to make their own decisions around making investments in health and education, and taking risks in order to increase their income. There is also some evidence that economic empowerment can strengthen vulnerable groups’ participation in the decision-making. For example, microfinance programs have

been shown to bolster women's influence within the household and marketplace. The evidence also suggests that economic power is often easily 'converted' into increased social status or decision-making power. (GSDRC)

This empowerment process cannot be done overnight. It takes time and requires sustainable ways for citizens to be able to provide for themselves.

This empowerment and economic growth also must include every type of person in the country, especially the poor (Kim). This idea is the World Bank's first objective in its effort to strengthen economies in developing countries, as it believes "growth without inclusion is unsustainable, and threatens the prosperity and security of all countries" (Kim). The World Bank's second objective is to grow the economy by investing in education, health, and social protection of people. By investing in these services, it aids people in getting better jobs, which will improve their lives and help create greater stability for themselves and their countries (Kim). A study "found that countries with the best growth performance invested 7 to 8 percent of their GDP in education, job training, and health" and that if "low-income countries could achieve equal numbers of men and women in entrepreneurship and the labor force, it would boost GDP per capita by 15 percent" (Kim).

### **Attributes of Effective Advocates**

Anyone can be an advocate for others. Whether it is in medical situations, for those who are most vulnerable in society, or for someone in everyday life, anyone can speak up and give active support for another person, place, or thing. There are times, however, when certain people are more effective in advocating for another person. So, while it is important to advocate in all different areas of life, effective advocates use the following information and answer these

questions when deciding where to focus their efforts. Several ingredients that make for effective advocacy include:

- “The rightness of the cause” (Breitrose). Do you believe in the morals and principles of the cause? Are you willing to associate your name with the cause?
- “The power of the advocates” (Breitrose). Is there just one person advocating for a cause against hundreds or thousands of other people? Could your advocacy really make a difference or are you just another whisper among all the noise?
- “The thoroughness with which the advocates researched the issues, the opposition, and the climate of opinion about the issue in the community” (Breitrose). As an advocate, do you really know about the issue? Are you knowledgeable and able to intercede, or is the opposition much more knowledgeable?
- “Their skill in using the advocacy tools available (including the media)” (Breitrose). Do you know how to publically and privately advocate for others and the platforms on which advocacy can be shown?
- “Above all, the selection of effective strategies and tactics” (Breitrose). Do you have a plan on how you are going to advocate?

When planning strategies and tactics for advocacy, those who are being advocated for must be included. To make a real difference, there must be engagement and partnership between the advocate and local people that help them to:

- “Act on existing motivation” (Cavaye). If those being advocated for don’t want to help themselves, then there is no way anyone else will be able to help them either.
- “Build enthusiasm and confidence” (Cavaye). Change can be a daunting and lengthy process as people receive support in their efforts to find aid.

- “Challenge community attitudes and perceptions” (Cavaye). Many times, advocates are fighting against the norms of the society in which those they are advocating for live.
- “Support ‘hidden’ informal leaders in communities” (Cavaye). There are always those people who tend to have others follow their lead, and by recruiting those local people it can become easier to implement new ideas.
- “Rethink apparent needs and redefine community assets” (Cavaye). It is important to think beyond the obvious needs to see the underlying needs and ways in which new local assets could supply for those deficits.
- “Gain access to appropriate information and resources” (Cavaye). If a group of outsiders is looking at a situation they are most likely not seeing the full picture, so it is important to get first-hand information on what is needed to effectively support and aid those they are seeking to help.
- “Build relationships with key individuals inside and outside their communities” (Cavaye). It is important to build relationships with the right people so there is trust and a higher chance of acceptance of new ideas and ways of doing things.

Advocacy is not about sending money or resources and subsequently forgetting the problem. Effective advocates are able to be successful by making lasting change through the investment of their time, energy, and surrounding resources. Effective advocates help foster the following type of relationship where people in need are advocating for themselves through the help of others:

The success of healthy communities lies in citizens embracing the concept, and moving beyond sole reliance on professionals for their health. It provides the opportunity for citizens to play an active role in identifying the sorts of challenges

and problems facing the community. Similarly, it is felt that solutions determined by citizen participants are most likely to succeed in addressing the problem. Healthy communities move beyond tokenism and professional determined direction, but this does not mean that groups of citizens are left to "fend for themselves." Healthy communities require the involvement of community professionals (e.g., leisure professionals, health promoters, members of local government, the business community) in a way that is enabling, facilitating and mutually beneficial. Participation of this sort is hoped to encourage self-determination, local action and community building. (Arai, Alison)

This depiction, by Alison Arai, is of a healthy community that utilizes the most effective type of advocacy: participatory advocacy.

### **Participatory Advocacy**

“Participatory advocacy explicitly engages the active participation of affected populations in the design and implementation of an advocacy strategy. This type of advocacy requires more time and capacity than representative advocacy but the goal is to use participative techniques to illuminate and listen to the concerns of those most affected...in order to take appropriate action” (Saving Lives, Protecting Children). People in developing nations are smart, willing to work, and willing to advocate for themselves, but they need someone with the proper resources to advocate for them first.

Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime. This old proverb is a perfect example of the support advocates should be giving. Advocacy should be empowering those needing help. For help to be sustainable and make a large-scale impact, advocates must invest in those needing help and engage them in the solution.

Advocacy is not a one-and-done thing where someone gives a person money and moves on. Advocacy gives people tools so they can help themselves and then go on to help others. When President Barack Obama addressed the African Union, he stated that “so many Africans have told me, we don’t want just aid, we want trade that fuels progress.” (Musiitwa). People in need do not just want help; they want tools they can use to advance their lives and help others around them; they want progress that continually makes a difference. We need to advocate for others by setting them up with the skills and tools needed to help themselves and their families, so they can then teach and help others in the community. Once the person in need has been helped, they then have some of the tools, resources, and contacts necessary to be able to help others. By using participatory advocacy, we create an endless circle of an advocate helping someone in need; then that person being helped continues to advocate for themselves and advance their life; then they become the advocate helping the next person in need. It just takes one person to start this marvelous cycle of advocacy that can change lives for generations.

**Figure 3**  
**Participatory Advocacy Cycle**



## Examples of Participatory Advocacy

The following non-profit and for-profit agencies have business models that incorporate participatory advocacy. By looking at these agencies we can see how participatory advocacy is put into practice and the results it yields in the real world. Participatory advocacy makes sure people want and are part of the help they receive, and they do not feel like it is charity because they are working for it.

### Center for Global Impact

The Center for Global Impact (CGI) is a non-profit agency working to provide education, vocational training, and business development to those in the grip of poverty and bondage, many of who are victims of, or vulnerable to, human trafficking in Cambodia (Center for Global Impact). CGI has created four different projects in which they operate: byTavi, The Culinary Training Center (CTC), Imprint Project, and cgiKids. CGI's president Chris Alexander has worked hard to continually engage those participating in these programs. Many of the participants that have graduated are now on CGI's staff so they can help and advocate for others in their community. CGI's advocacy for people in Cambodia turns into self-advocacy for the program participants, which then again turns into those participants advocating for others within their own family and community, and the circle continues.

**byTavi.** ByTavi is a fair-trade line that “features high-quality, boutique-style handbags and clothing made by a team of talented seamstresses in Cambodia. These handcrafted pieces offer women consistent employment and a living wage where poverty is widespread. Each product is stitched with the name of the seamstress who made it, making each purchase all the more meaningful” (Center for Global Impact). This program started with a woman named Tavi, from Cambodia, asking for a sewing machine and seamstress training. She had recently lost her

husband and was struggling to provide for her two children. Chris Alexander helped advocate for her by granting her wish and starting byTavi, so other women like Tavi could also be helped. These women are given the resources and training needed to be able to work hard and make a living. Through this program over 40 women have been able to improve their lives because of the advocacy of Chris and CGI (Center for Global Impact). Three of these women who have been helped have now gone on to become managers of byTavi and become advocates for other women to help break the cycle of poverty in their families as well. They are also advocating for their community and country by sharing their stories and bringing awareness to the difficulties women face in Cambodia.

**The Culinary Training Center (CTC).** The Culinary Training Center “is an 18-month training program that teaches kitchen and restaurant management skills to at-risk girls” in Cambodia (Center for Global Impact). These women then have the opportunity to work in a CGI-operated restaurant, The Green Mango Café and Bakery (Center for Global Impact). Women in Cambodia needed a way to make money, so CGI advocated for them by giving them training and a place to work. Now, they become self-advocates and provide for themselves and their families by working in the restaurant.

**Imprint Project.** The Imprint Project works with organizations that rescue girls from brothels and gives them a chance for a new life (Center for Global Impact). These girls are helped out of a life of servitude and are taken through a “12-month life skills program that focuses on spiritual formation, general education and vocational seamstress training” (Center for Global Impact). The program gives these girls the tools and skills needed to generate a stable income. Each girl and their family is also assigned a social worker that stays involved with them for a “holistic



approach to health” (Center for Global Impact). They have the girls participate in changing their lives for the better and are constantly there for them.

**cgKids.** CgiKids is a program that advocates for those in Cambodia by providing monthly donations for essential items that can then help those people better their lives. Things such as school uniforms and backpacks can be provided so children can go to school to learn skills necessary to be able to get jobs and provide for their families in the future. Motorized vehicles and bicycles are given to allow individuals and families to have a way to be able to travel to jobs so they can earn money to advance their life. There are also family projects that can be given to provide families with long-term food or income (Center for Global Impact). The families are given things such as chickens, mushrooms, pigs, or gardens that will allow them to provide for themselves and advocate for their families as they work with these resources in the long term.

### **Pura Vida**

Pura Vida is a for-profit company creating bracelets that are “carefully handcrafted by artisans around the world” (Pura Vida Bracelets). The founders Griffin and Paul partnered with two local artisans in Costa Rica, Jorge and Joaquin, who were living in poverty with their families (Pura Vida Bracelets). They saw a need for them to make money, as they were struggling to sell their bracelets and generate a sustainable income. Pura Vida was able to advocate for these men by giving them an outlet to sell their bracelets. These artisans make the bracelets, and are able to help themselves by selling them to Pura Vida. Pura Vida then sells these bracelets around the globe and brings awareness to the poverty in Costa Rica. Over 150 full-time sustainable jobs have been created from Pura Vida, allowing these artisans to care for themselves and their families (Pura Vida Bracelets). These artisans are then helping others with each bracelet they make because Pura Vida partners with over 190 different charities to donate

over \$1,500,000 so far from profits made from the bracelets (Pura Vida Bracelets). Pura Vida is providing an avenue for local artisans to work and advocate for themselves by selling their bracelets and also advocate for others because Pura Vida donates to other charities from profits from their bracelets.

### **Haiti Entrepreneurial Initiative**

Haiti Entrepreneurial Initiative (HEI) is a for-profit company focused on “creating dignified and sustainable jobs for the people of Haiti” (Haiti Entrepreneurial Initiative). This program was initially started in 2004 by the music group Audio Adrenaline, as they saw the extreme poverty in Haiti and wanted to find a way to provide “sustainable solutions that fight against Haiti's orphan crisis” (Haiti Entrepreneurial Initiative). They advocate to provide jobs for the children of Haiti, so they are able to make fair wages, and provide opportunities of advancement within their fields of work so they can further advance their life. “In Haiti for every one job created, another ten people's lives are affected and supported” (Haiti Entrepreneurial Initiative). By the children having sustainable jobs, they are continuously able to help their families and those in their community. HEI believes strongly “in creating jobs rather than dependency” (Haiti Entrepreneurial Initiative). They provide children with the materials necessary to create one-of-a-kind merchandise that they then sell around the globe. By providing the necessary resources and skills training, they hope the children learn to advocate for themselves so they can advance in life and end the poverty cycle that exists in Haiti.

### **Watoto**

Watoto started when founders, Gary and Marilyn Skinner, saw a need for advocacy and transformation in the lives of oppressed women and children in Uganda. This advocacy started in

1994 when “eight orphans and a widow were given the chance to become a new family” (Watoto). From there, help expanded to more women and children as Watoto created numerous programs to empower oppressed individuals so they can create change for themselves and their community. Many of these children are former child soldiers; some were born to rebel leaders during the civil war; and others are orphans from the war and HIV/AIDS epidemic.

**Living Hope/ Watoto Villages.** Watoto’s Living Hope empowers women with necessary life skills, such as literacy, business knowledge, practical skills, and psychosocial support, so they can create products that generate income, allowing them to become productive members of the community and giving them a future (Watoto). Since 2008, Watoto has transformed the lives of almost 3,000 women and more than 15,000 boys and girls, allowing them to have a hope for the future (Watoto). In 2016 alone, “112 children [born to women in] Living Hope, [were] admitted to schools in the Watoto villages during the school term” (Watoto). By being in the Living Hope program, “not only do these women benefit, but their children also benefit – they are nurtured, educated and empowered to reach their full potential” (Watoto). Many of these children have gone on to become lawyers, teachers, computer scientists, journalists, farmers and doctors (Watoto). As a result of the care and education they have received from Watoto, they are now impacting society in a positive way.

Watoto has three main goals of its Living Hope project:

1. Embrace: Reach out to the most vulnerable women by taking caring of their basic essential needs (Watoto).
2. Empower: Develop and grow their life skills so they can build sustainable and dignified lives (Watoto).

3. Engage: Help ladies to become successful businesswomen and pillars of influence in their communities (Watoto).

Watoto has very similar goals for the children in their villages. They “aim to create an eco-friendly environment for these children, raising them to become leaders who bring sustainable change to their nation and beyond” (Watoto). To do this they are implementing more sustainable building practices and “cost-effective homes and villages by harvesting rainwater and using solar energy” (Watoto). Doing this allows for their needs to be met from local resources that will continue to be there in the future. They currently have “101 goats, producing an average of 630 liters per week in support of the needs at Baby Watoto,” a 200-acre agricultural farm providing “basic grains and vegetables to the Watoto villages,” and 8,000 chickens providing eggs to eat, with extra produce and eggs for income at the local markets (Watoto).

They are also implementing training and employment opportunities to equip children to become future business leaders so they can continually care for themselves and their families. They learn business and life skills from caring for the goats, chickens, and farming, while also attending school to receive an education. Additional training is provided to practice carpentry and metalwork skills learned in the classroom. Students produce “necessary items to furnish the Watoto village homes, staff houses, and classrooms for all the current projects,” while providing themselves and the local community with employment and necessary resources (Watoto).

## **World Vision**

World Vision is an organization that strives to provide “a gift that keeps on giving” (World Vision Inc.). They allow people to send gifts, such as chickens, goats, seeds, school supplies, bicycles, etc., to those in need so they have resources to help themselves. Their vision is that “like a growing light, a single act of generosity can cascade into more gifts that enable

families to climb out of poverty and children to walk into a brighter future” (World Vision Inc.). Today that light has helped more than 4 million children in nearly 100 countries (World Vision Inc.). With World Vision, a gift to one family is really a gift to the whole community. Part of the requirement for receiving a gift from World Vision is that you follow their Pass On Program and give someone else in the community the same gift that was given to you. As one recipient says, this will ensure her “children will be better people in the future than we are. So it will be a changed generation” (World Vision Inc.). Weston Hanguandu, the vice chairperson of the goat management committee, says the Pass On Program has “ongoing potential to lift his community out of poverty. ‘It is indeed sustainable because for me, it is a seed to the farmers. It’s a gift. In fact, it’s a life gift. It will be generation to generation’” (World Vision Inc.). This program creates a “ripple of generosity that still hasn’t finished” (World Vision Inc.).

**Rosemary’s Story.** In 2011, Rosemary and her grandparents received five goats from a World Vision donor, “which brought newfound freedom to her family,” helping end the cycle of “gnawing hunger that plagued her father from an early age” (World Vision Inc.). Their goats reproduced, and they were able to trade them for fertilizer to grow crops, and then “pass on” five goats to another family in their community. Rosemary’s family now owns 22 goats, has enough money that they can afford to pay people to help them in their fields, and they know “most importantly, that excitement should not just end up at [their] household. That excitement — [they] have now a responsibility that [they] pass it on to someone else” (World Vision Inc.). They know that “the way [they] struggled is the way others also struggle” and that passing on goats will help ease the lives of the next family (World Vision Inc.).

**John’s Story.** At ages 74 and 64, John and his wife were left alone with their seven grandchildren. “The grandkids would often cry for food or become listless. ‘Sometimes they

would just stop playing,’ says John. ‘And I would truly know that this child is very hungry’” (World Vision Inc.). John remembers feeling “embarrassed because [he] would look everywhere and could not find anything to give to [his] grandchildren that would sustain their stomachs” (World Vision Inc.). John grew a few vegetables and bananas, but not enough to supply for his family, let alone the children’s school fees. He would often miss payments, delaying the kids from going to school, and he knew that “missing school meant missing a chance at a better life” (World Vision Inc.). In 2015, John received news from the Pass On committee that someone was passing on goats to him. After receiving this news, John says, “‘I was not calm. I was so excited. I really wanted the goats. I knew my problems would be lessened. The goats are kind of like a savings account. If I take very good care of them, they reproduce, so that means more money’” (World Vision Inc.). From these goats reproducing, John has been able to better keep up with school payments, expand his garden to 1,000 plants, hire people in his community to help him farm, and save \$4.50 in a savings account, which is more than they have ever had (World Vision Inc.). John believes “the multiplying animals will enable his grandchildren to finish school and achieve their dreams” and he says he is “‘very grateful for what they have done — for the goats they have donated to [him] — because they have helped to improve [his] life. Where I was in the past is no longer where I am today’” (World Vision Inc.). Within a year John was very excited to be able to pass on five goats to another family in his community.

This willingness to share is the heart of the Pass On Project. As Rosemary’s grandfather says, “if everyone exercises generosity, the whole community will move out of poverty” (World Vision Inc.). This cycle of giving continues throughout the community. One recipient says, “it really makes me feel bad when things are just so hard that I cannot do anything, and I see my children crying because they are so hungry” (World Vision Inc.). All it takes is one family with

plenty giving just a little to someone in need, from there is an “ever-expanding impact” that causes families all over the world to “dare to dream, thanks to that simple act of generosity” (World Vision Inc.).

### **The Big Picture**

The saying “give a hand up, not a hand out” is the essence of what advocates should be providing to those in need. The challenges of those most vulnerable in society are not going to be fixed by giving them money or resources once and then moving on. “Contributing to improved food security, nutrition and sustainable peace will require a change in mindset to a more deliberate, preventive approach, and from short-term and output-based interventions to longer-term sustainable and collective outcomes linked to a strategic focus on resilience building” (Unicef). These problems have no simple solution and often have many intertwined factors involved from education, to resource availability, to culture, to conflicts. A holistic approach, with participatory advocacy, must be taken to even begin to try to help vulnerable people have a better chance at life. If people in the poorest of situations can find the generosity to give in hopes of making one more person’s life better, we as the richest nation in the world must also give. We must because as the Dalai Lama says, “unfairness in the human condition can only be remedied when people everywhere care.”

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